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B. Conference of Delegates—Afternoon Sessions.

ADMINISTRATIVE MEASURES IN THE CONTROL OF VENEREAL DISEASES.

Tuesday, December 7, to and including Friday, December 10:

Administrative measures in the United States—Federal, State, and local.

Administrative measures in Canada—Dominion, Provincial, and local.

Administrative measures in Latin-American countries.

Administrative measures in other countries.

Relation of official to nonofficial agencies.

Questions on problems relating to administrative control measures, which public officials are frequently asked to answer, will be discussed.

C. General Sessions—Evenings.

AUTHORITATIVE SUMMARIES OF THE WORK IN VENEREAL DISEASE CONTROL.

Tuesday, December 7: The toll of the Great Red Plague.

Wednesday, December 8: Citizens awake! What your community, your State, and your Nation should do to combat the great red scourge.

Thursday, December 9: Let there be light! How educational measures can effectively combat the Great Red Plague.

Friday, December 10: A practical program for combating venereal diseases.

The following are the officers of the conference:

President: William H. Welch, M. D., LL. D., Johns Hopkins University.

Treasurer: John Poole, Federal National Bank, Washington, D. C.

Administrative Committee: Dr. Thomas A. Storey, United States Interdepartmental Social Hygiene Board; Dr. C. C. Pierce, United States Public Health Service; Dr. Livingston Farrand, American Red Cross; Dr. William F. Snow, American Social Hygiene Association.

The committee will be glad to assist delegates in securing suitable hotel accommodations. All communications regarding the conference should be addressed to the Executive Secretary, All-America Conference on Venereal Diseases, in care of the American Red Cross, Eighteenth and B Streets NW., Washington, D. C.

“FAKE” ORANGE BEVERAGES.

The advent of prohibition has greatly increased the number and quantity of fruit beverages.

It has recently come to the attention of the United States Department of Agriculture that in some instances, mothers, misled by the

labels and other advertisements, are feeding "fake" orange beverages to their children under the impression that they are giving them the orange juice recommended by their physician. Unfortunately, these preparations, as a rule, contain no orange juice and are lacking in the organic acids and the vitamins which give medicinal value to the genuine orange juice. In most instances they are sweetened carbonated water, flavored with a little oil from the peel of the orange and artificially colored to imitate orange juice, say the officials of the Bureau of Chemistry.

That Bureau, charged with the enforcement of the Federal food and drugs act, therefore, has ruled that the terms "ade" "squash," "punch," "crush," and "smash," when used in conjunction with the name of a fruit, can be applied correctly only to beverages which contain the edible portion of the fruit or juice of the fruit named.

It has been observed, the food officials say, that these spurious orange beverages, when sold, are not usually labeled as orange juice, since such labeling would be a direct violation of the food and drugs act. Frequently the labels contain statements, in a more or less inconspicuous place, that the beverage contains no orange juice. The manufacturer, it is held, tries to mislead the purchasers by suggestive statements and pictures played up prominently on the label so as to attract instant attention and convey the impression that the product is really orange juice and, at the same time, he endeavors to escape the charge of misbranding by seeming to correct the misleading features with inconspicuous statements in another part of the label, which the average purchaser does not read.

Prosecutions have been instituted by the Bureau of Chemistry, United States Department of Agriculture, under the Pure Food and Drugs Act, against this form of misbranding, and cases are now in the Federal courts. Pending decision by the courts, the food officials say, some firms are still using what are held to be deceptive labels.

A word of warning by physicians when recommending orange juice will go a long way toward preventing mothers from being misled by these deceptive labels and advertisements. The best way to get orange juice for children is to buy the fruit and squeeze out the juice.

THE EFFECT OF SHAKING ALKALINIZED AQUEOUS SOLUTIONS OF ARSPHENAMINE AND AQUEOUS SOLUTIONS OF NEOARSPHENAMINE IN THE PRESENCE OF AIR.

By GEORGE B. ROTH, Pharmacologist, Hygienic Laboratory, United States Public Health Service.

The exposure of alkalized aqueous solutions of arspfenamine and aqueous solutions of neoarsphenamine to the air has been shown by Ehrlich to increase markedly the toxicity of both compounds.¹

¹Ehrlich, Paul, *Soziale Kultur und Volkswohlfahrt*, 1913.